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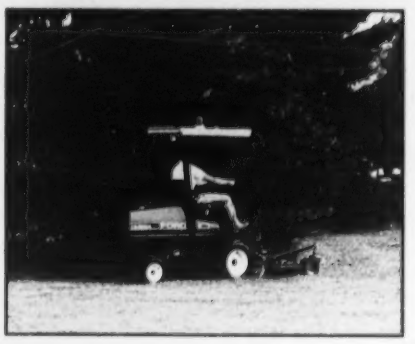
SLUMPING SMALL TRACTOR SALES OF MINOR CONCERN

IMPLEMENT & TRACTOR

The Business Magazine of the Agricultural, Industrial & Outdoor Power Equipment Industry



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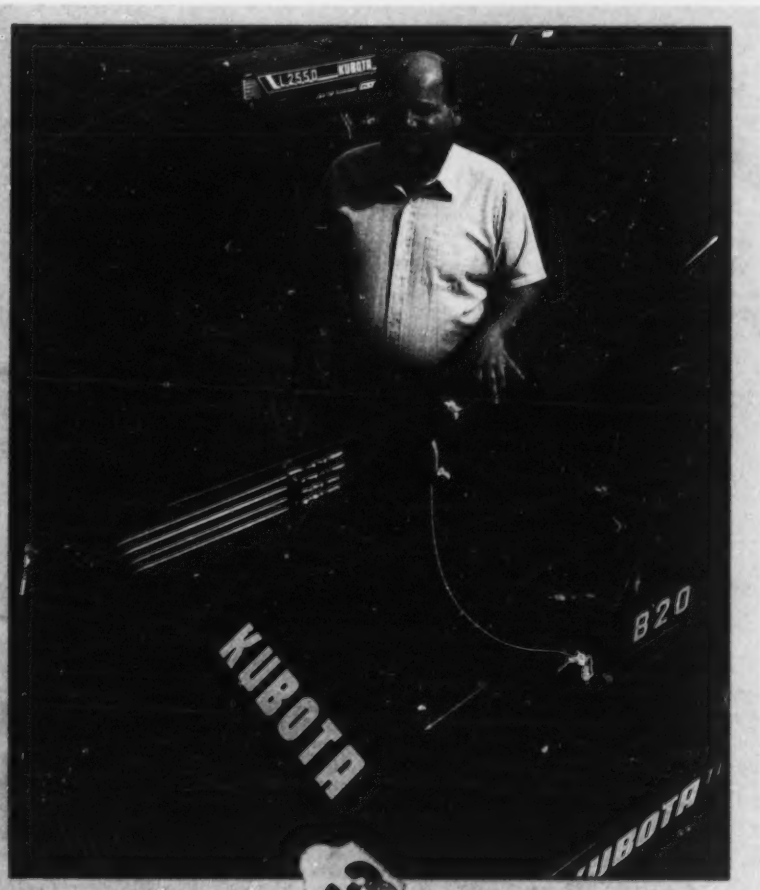

IMPORTS IMPORTANT: Martin's Kubota line helped beef up sales when larger farmers weren't buying big tractors in the '80s.

Tractor Rentals Key To Successful Sales

By T.J. BURNHAM

DIVERSIFICATION. Leasing. Rentals. Imports.

At Cranston International in Woodland, Calif., all play importantly in meeting challenges of the '90s.

"Change was important for dealers in the '80s," says assistant general manager Gary Martin. "It will be even more vital in the current decade."

Given IH's merger with Case in the last decade, saying change

(See CRANSTON, pg. 11)

OPEI Show On Record Pace

Expo Stresses New Trends

By SCOTT NESBITT

HEADING INTO its seventh year, the Louisville Expo is expanding once again, this time to more fully accommodate interest in the commercial turf-care market. The show will run Sunday, July 29 to Tuesday, July 31.

Also on the agenda of many dealers attending the show will be the impact on the industry of the recent wave of buyouts and mergers that is reducing the number of independent suppliers, and the issue of how equipment manufacturers are responding to the trend toward cities, counties and states prohibiting lawn and garden waste, from grass clippings to tree branches, from being dumped in existing landfills.

For the experienced visitor to the Outdoor Power Equipment Institute's annual machine-fest, the most obvious change will be the creation of a new four-acre outdoor demonstration reserved for commercial turf products. By mid-May, 95 percent of the available space in the new area had been reserved by some 36 manufacturers whose products covered the spectrum of commercial interests, from string trimmer line sold in bulk to five-figure front-deck mowers designed for the high-volume mowing contractor, golf course or park district.

For the dealer starting to dabble in commercial equipment, or those hesitant to take the plunge without more knowledge, the commercial demonstration area should be a real plus. Most obvious is that the equipment will be concentrated in one space, so it won't be mixed in with lawn chairs and barbecue grills. Factory experts, often the company president and chief engineer, are on hand to discuss the nuts and bolts and financing terms and stocking conditions.

A second big benefit is that the Expo is making special efforts to attract commercial end-users to the show. Last year's Expo drew 868 attendees who identified themselves

(See EXPO, pg. 8)

Bagging Out, Mulching In

By SCOTT NESBITT

IS THIS THE end of the bagging mower? Will mechanics once again learn how to true up a reel and put an edge on a bed knife, as citizens revert to the non-polluting era of clickety-clacking non-power push mowers?

Things may not get that dire, but it's certain that big changes are underway in the matter of getting the grass cut, largely due to government concerns about landfills getting loaded up with grass clippings instead of real trash. At least 26 states have passed or are studying legislation to outlaw clippings and leaves from landfills, and many cities and counties have already passed such prohibitions.

Dealers who sold their customers

(See MULCH, pg. 12)

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New Products Showcased at Expo

Turfgrass managers can find anything from wishing wells to new shredder lawn mowers, and a lot of stuff in between, much on display for the first time, at this year's International Lawn, Garden and Power Equipment Expo.

New machinery is a powerful attractant to the annual show and manufacturers often save some of their best secrets to unveil here.

The wishing well is a new product from Bloomers Unlimited. The company will also show a new landscaping bridge.

Excel Industries will unveil its new Hustler Turbo-Shredder, a mowing deck that eliminates the need to collect clippings.

Billy Goat Industries will debut a new suction sweeper and two blowers, all Honda-powered.

Deines Corp. has a new zero-tuning radius, direct-drive lawn mower.

E-Z Rake has a complete line of vacuums for front-mount mowers and commercial models of the EasyVac.

Other mowing equipment to be shown for the first time at Expo includes: Several new Husqvarna models, new Kohler engines, a redesigned flail cutting head from R.L. Parsons and new engine and drive train components from Tecumseh.

Also, Jacobsen will unveil a new 21-inch rear-bagging commercial mower; Homelite will display recently released mulchers and Yazoo will debut a new walk-behind and a new riding mower.

Generac will display a new generator; Homelite has a new pump and 21st Century, Inc., has new fuel cans.

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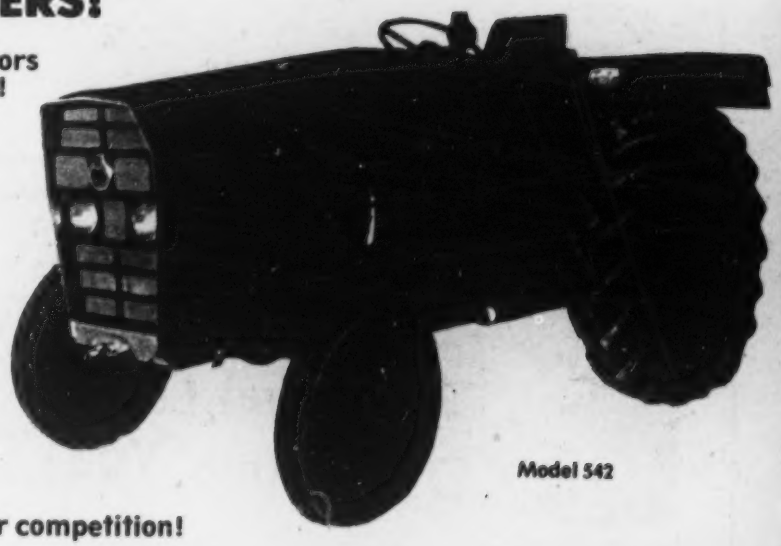

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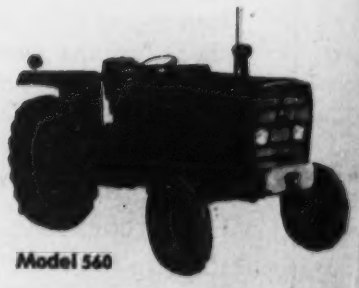

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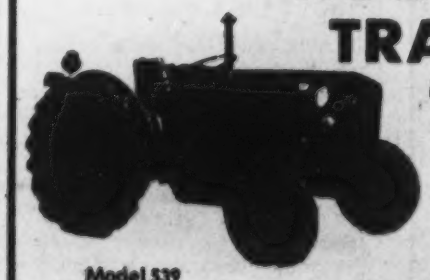

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INDUSTRY UPDATE

Combines Lead Way As Sales Increase

Combine sales rose a whopping 104.6 percent in April compared to the same month last year, helping big-ticket equipment sales remain strong for the year. Solid gains continued for the month and year in 4-wheel-drive tractors and 2-wheel-drive tractors over 40 pto horsepower. A downturn in sales of tractors under 40 horsepower continued, although this segment remained the volume leader in the report of U.S. retail sales issued by the Equipment Manufacturers Institute.

U.S. - UNIT RETAIL SALES

Equipment	April 1990	April 1989	% Change	January-April 1990	January-April 1989	% Change
Farm Wheel Tractors:						
2-Wheel Drive						
Under 40 HP	5,442	5,722	(4.9)	13,710	14,148	(3.1)
40 & Under 100 HP	4,659	3,894	19.6	12,860	11,494	11.9
100 HP & Over	2,850	2,397	18.9	8,874	7,341	20.9
Total 2-Wheel Drive	12,951	12,013	7.8	35,444	32,983	7.5
Total 4-Wheel Drive	684	507	34.9	1,815	1,454	24.8
Total Farm Wheel Tractors	13,635	12,520	8.9	37,259	34,437	8.2
Combines (Self-Propelled)	749	366	104.6	2,351	1,244	89.0

Ford New Holland Awards Suppliers

Ford New Holland honored 26 supplier companies March 13 with its "Q1 Preferred Quality Award," given for "continued excellent quality performance in providing parts to Ford New Holland."

Robert M. Gerrity, FNH president, gave each supplier a commemorative plaque and a flag to fly at each of their plants.

The honored companies: Aggressive Mfg.; Casco Products Corp.; Crotty Corp.; Dayco Products; Eaton Corp. Hydraulics Division; Federal-Mogul Corp. (three plants honored); Forward Mfg. Co.; Garlock Bearings, Inc.; Gencorp Automotive, Engineered Elastomers Divison;

Geneva Rubber Co.; Goshen Rubber Co.; Indiana Mills & Mfg., Inc.; J&L Mfg.; Kokomo Spring Co.; Lasuren Mfg.; LTV Steel Tubular Products Co.; Lucas Automotive, Inc.; National Castings, Inc.; Nelson Division; Peterson Spring; Production Rubber Products; Protective Closures Co.; Torrington Co.; and Whitehead Co. □

Claas '89 Sales — $641 Million

Claas GmbH of West Germany has reported sales in the fiscal year ended Sept. 30, 1989, of $641 million. The maker of combines and hay equipment said that sales were up 9.8 percent from the prior year. Net profit was approximately $58 million, up 34 percent.

Claas claims the lead in the West European combine market with a 24-percent share. The total market is about 15,000 units.

Claas derives 44 percent of its sales volume from combines, 13 percent from forage harvesters, 9 percent from balers, 6 percent from green harvest machinery (mowers, tedders, etc.) and 28 percent from other products, including sugar cane harvesters, forklifts and parts and accessories.

Claas of America in 1989 began producing combines with the Mobil-Trac system in conjunction with Caterpillar Industrial Products, Inc. The Indiana-based subsidiary had its most profitable year in history, the company said. □

White-New Idea Scales Back Output

Production of White-New Idea farm machinery will be scaled back to adjust output to market conditions, according to Charles Lunger, chief operating officer of the Allied Products Corporation, parent company of the agricultural equipment firm.

Lunger said the reduction affects operations in Charles City, Iowa, and Coldwater, Ohio, and will help reduce field inventory.

"We will resume production at more normal levels next year," he said. "Simply put, we've got too many tractors out in the field."

Lunger said White-New Idea had good sales through the first three months of the year, and was getting its share of the general upturn in the farm machinery business.

Allied Products, he said, was also scaling back in some of its automotive operations, primarily because it was near completion of a large one-time order for stamping presses. □

J I Case Reports '89 Record Sales, Earning

RACINE, WISC.—J I Case has reported record sales and earning for 1989.

Case, a wholly owned subsidiary of Tenneco, Inc., had a recording operating profit of $228 million on sales of $5.8 billion, compared with an operating *loss* of $142 million on sales of $4.3 billion in 1988.

In the fourth quarter of 1989, Case posted an operating loss of $39 million and sales of $1.2 billion during the same period in 1988.

The $228 million profit in 1989 is an improvement of $435 million over the company's $207 million loss in 1987.

"The dramatic turnaround in the North American agricultural economy can be traced in the financial performance of J I Case in the late 1980s," said J I Case spokesman Roger Zuehl.

"We're doing better because our customers are in their best financial shape since the 1970s. As farm income increased and producers unloaded heavy burdens of debt, they began replacing aging machinery with new, state-of-the-art equipment," he said. □

ANSI Honors Fleckenstein

Donald C. Fleckenstein, past president of the U.S. National Committee of the International Electrotechnical Commission and former manager of industry standards for General Electric, was presented with the American National Standards Institute's Astin-Polk International Standards Medal for his "distinguished service to world trade and understanding among nations through his participation in international standardization."

The award was presented to Fleckenstein in conjunction with the Institute's 1990 Public Conference, "Standardization in the 90s: Success in a Global Market" in Washington, D.C.

As president of the U.S. National Committee of the IEC, 1982-1989, and as a member of the commission for 23 years, Fleckenstein has provided leadership in promoting the adoption and use of voluntary standards and in improving U.S. relationships with other nation's delegations to IEC.

"His lifetime involvement and personal commitment to international standardization has made him one of the earliest forerunners of worldwide standards harmonization," said James N. Pearse, ANSI chairman and group vice president of engineering, Leviton Manufacturing Co.

Among numerous other accomplishments, he is responsible for strengthening the U.S. position of influence in the IEC decision process and actively enhancing the awareness of the U.S. standards community on the importance of international standardization. □

Canadian farm machinery sales were generally sluggish through the first three months of this year, with farm wheel tractors down 7.3 percent overall compared to 1989. The Canadian Farm and Industrial Equipment Institute noted in releasing the figures that there is some optimism that may stimulate sales in news of government monetary assistance to help farmers carry out seeding intentions.

Canada Report Retail Sales in Units

Equipment	March 1990	March 1989	% Chg.	March-YTD 1990	March-YTD 1989	% Chg.
Farm Wheel Tractors						
2WD under 40 H.P.	226	246	-8.1%	609	561	8.6%
2WD 40-99 H.P.	506	669	-24.4%	1,354	1,764	-23.2%
2WD 100 H.P. & Over	262	200	31.0%	567	532	6.6%
Total 2WD	994	1,115	-10.9%	2,530	2,857	-11.4%
Total 4WD	109	99	10.1%	396	299	32.4%
Total Farm Wheel Tractors:	1,103	1,214	-9.1%	2,926	3,156	-7.3%
COMBINES						
Self Propelled	55	25	120.0%	153	105	45.7%
Pull Type	3	8	-62.5%	14	42	-66.7%
BALERS						
Rectangular Balers	33	38	-13.2%	111	159	-30.2%
Round Balers	117	92	27.2%	284	323	-12.1%
SWATHERS						
Self Propelled	23	17	35.3%	57	72	-20.8%
Pull Type	18	13	38.5%	49	58	-15.5%
FORAGE HARVESTERS						
Shear Bar Type	20	13	53.8%	51	54	-5.6%
MOWER CONDITIONERS	92	111	-17.1%	231	279	-16.8%

DEALER THRIVES ON GENERIC APPROACH

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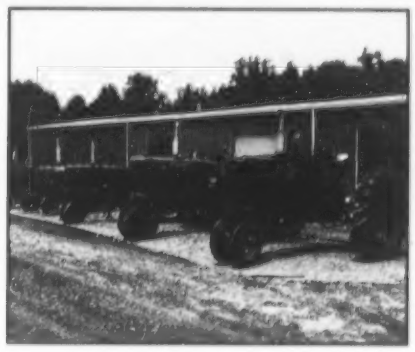

VOLUME 105 NO. 7 JULY 1990

For Smalltown, USA

"Personal" Approach Necessity

By SCOTT MCCLURE

A farmer dressed for the fields interrupts the Saturday morning interview with Gary McClung, owner of McClung Equipment Company here, to barter over a piece of hay equipment.

"When do you need it?," asks McClung.

"Yesterday," answers the farmer.

"You ought to be cutting hay. I'll get it right out to you," says McClung, excusing himself as he goes to get the implement ready and arrange for delivery.

It's a side of McClung's business that's apparent throughout the morning, as farmers come in to look at equipment, talk shop or just discuss the weather.

As a tractor and implement dealer in this small Ozark Mountains town, serving a customer base primarily made up of farmers with small livestock and hay operations, McClung says taking a "personal" approach is a necessity.

"This isn't an urban area where you can expect a lot of one-time shopping," he explains. "We rely on our repeat customers, so we have

(See McCLUNG, pg. 12)

TRACTORS SOLD by Gary McClung, owner of McClung Equipment Company, have to be able to handle a loader with an exceptionally large basket, since many of the machines will be used to move litter in poultry houses.

"Half" Effort: Two Goals

By CALVIN PIGG

Looking for a way to bring customers into your dealership under the banner of community service?

A Texas dealer met with surprising success with what it billed as a farm equipment safety awareness seminar last winter.

"Our farmers and industrial equipment users tell us they're also concerned about rising workmen's compensation insurance costs, the threat of liability judgments and lost-time accidents in the use of equipment so we decided to respond and promote safety awareness for our customers," explains Terry Barbee, general manager of Barbee-Neuhaus Implement Co. of Weslaco, Texas.

"The key was to pull together the right experts, and we were able to do it."

The half-day seminar featured some gory videos of accident victims and an outside demonstration on the dangers of by-pass starting a tractor.

"Before the session was over, the participants actually warmed up to the subject matter," Barbee said. "We had a lot of oohs and ahs."

The seminar was promoted by a personal letter from Barbee to the dealership's 600 customer list and at-

(See SAFETY, pg. 13)

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